

88

Notice of Allowability	Application No.	Applicant(s)	
	10/006,595	MORROW, LARRRY	
	Examiner	Art Unit	
	Ronald Laneau	3714	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 04/10/07.
2. ☒ The allowed claim(s) is/are 1,2,4-16,19-21 now renumbered as 1-18.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

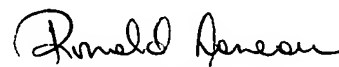
Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. <input type="checkbox"/> Notice of References Cited (PTO-892) 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) 3. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____ 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit
of Biological Material | <ol style="list-style-type: none"> 5. <input type="checkbox"/> Notice of Informal Patent Application 6. <input type="checkbox"/> Interview Summary (PTO-413),
Paper No./Mail Date _____ 7. <input type="checkbox"/> Examiner's Amendment/Comment 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance 9. <input type="checkbox"/> Other _____ |
|---|--|


 Ronald Laneau
 Primary Examiner
 Art Unit: 3714

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Robert Klinger on 6/22/07.

The application has been amended as follows:

In claim 1, line 3, after "first Affinity partner, insert --being an existing organization-- and in line 12, after "second Affinity partner", insert --being an existing organization--

In claim 16, line 3, after "first Affinity partner, insert --being an existing organization-- and in line 13, after "being", insert --an existing organization and--

In claim 21, line 3, after "first Affinity partner", insert --being an existing organization-- and in line 6, after "being", insert --an existing organization and--

Allowable Subject Matter

2. Claims 1, 2, 4-16 and 19-21 are allowed now renumbered as 1-18.

The following is an examiner's statement of reasons for allowance:

None of the references, either singularly or in combination, disclose the totality of combined elements:

As per claims 1, 2 and 4-15, a business system comprising: a plurality of affiliate organization providers remote from the first Affinity partner each enabled

Art Unit: 3714

to identify a purchasing said subscriber, provide a good or a service for purchase to the subscriber, and provide residual a royalty to the business organization as a function of the subscriber purchases; wherein the business organization is enabled to receive the residual from one of the affiliate organization providers when the subscriber directly makes a purchase from the affiliate; and further comprising a second Affinity partner having subscribers remote from the business organization that is electronically associated with and is a subset of the first Affinity partner, wherein the business organization is enabled to distribute a portion of the received residual to either or both of the first Affinity partner and the second Affinity partner.

As per claims 16, 19 and 20, a method of building a business organization on the Internet, comprising: enlisting a plurality of affiliate organization providers to the business organization to offer a good or service for electronic purchase directly to the first Affinity partner subscribers without using the business organization, the affiliate organization providers distributing a residual to royalty to the business organization as a function of the purchase; and enlisting a secondary Affinity partner to the business organization, the secondary Affinity partner being an existing organization and a subset of the first Affinity partner, the secondary Affinity partner having a plurality of subscribers being enabled to electronically purchase a good or service directly from the affiliate organization providers without using the business organization.

As per claim 21, an electronic purchasing platform, comprising: means enabled to allow subscribers of a second Affinity partner being an existing organization and a subset of the first Affinity partner to purchase electronically from the plurality of affiliate organization providers; means enabled to provide residuals from the affiliate organization providers to the business organization as a function of the purchases; and means enabled to allow

Art Unit: 3714

the first or second Affinity partner to receive a portion of the residuals from the business organization as a function of completed said purchases.

The closest prior art, Bondy (US 2003/0046147 A1), discloses a method of selling a plurality of items through an electronic retailer wherein the method includes steps of enrolling a group as a group membership or partnership entity, providing the group with Internet-related services, and embedding in the group website a hyperlink to a group electronic retailing system including an electronic store, so that members of the group can visit directly the electronic retailer and electronically orders products and services, while enjoying the Internet services provided by the electronic retailer, but fails to disclose the above claimed features.

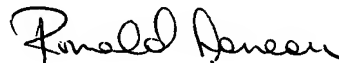
3. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Ronald Laneau whose telephone number is (571) 272-6784. The examiner can normally be reached on 7:30 - 3:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Robert Pezzuto can be reached on (571) 272-6996. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3714

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Ronald Laneau
Primary Examiner
Art Unit 3714

6/23/07

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